

# SkillsLink News

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## SKILLSLINK POSTER ISSUE

### EDITOR'S NOTES

What's long and round and needs unrolling? Yes, it's the Poster issue of SkillsLink News! With this issue, we celebrate spring by unveiling our SkillsLink poster. All SkillsLink online clients receive a colourful and glossy full-sized SkillsLink poster with this issue of SkillsLink News. We are pleased to offer our SingleSearch clients a poster upon request.

So, dress up the wall of your choice -- wherever you want to promote the SkillsLink service to your clients or colleagues. Just as with our customized SkillsLink flyers, we are happy to help you market SkillsLink internally by providing you with a customized "For more information contact..." sticker to place in the corner of the poster.

Let us know what you think of the new SkillsLink poster. Your feedback is important to us.

Marcia Olmsted, Director of SkillsLink



Please circulate to:

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### What SkillsLink clients say:

*"It (SkillsLink) is the important final step in the needs analysis process. After doing a training needs analysis...we must start a search for the training to address all these needs. SkillsLink is the perfect tool to make this task quicker and easier. I think SkillsLink saves from 10-25% of the training manager's time searching for courses."*

Stephen Pinkus  
Manager, Training and Development  
Lever Brothers



## **SKILLSLINK "SPRING FEVER" GIVEAWAYS**

We are so happy it's spring that we are making not just one, but four SkillsLink giveaways available to you. All online clients receive the first three with this issue:

1. SkillsLink poster
2. Title Searching Tips & Tricks flyer (Post this by your SkillsLink computer for handy reference.)
3. User Guide "Title Searching" sticker (Place this on the inside right side of the folder, right after the "Glossary" card.)
4. As promised, we now have an alphabetical list of all federal and provincial government training services and programs, that are listed in Option 12 of the Main Menu. For a copy, contact Sue Mowbray or Alies Maybee at 969-8713 in Toronto, or 1-800-268-0248.

### **TIPS & TRICKS: SEARCHING BY ORGANIZATION ON SKILLSLINK**

SkillsLink now lists the training resources of over 1,700 organizations. The following tips and tricks were designed to help you zero in on those that interest you.

If you already know the name of a training organization and you want to find out what they are offering at the moment, use **Option #2, Search by Organization**, on the Main Menu.

#### **TIP #1**

Just type the first few letters of the name of the organization. This will avoid any discrepancies in spelling or the use of small words, such as **of** and **for**. For example, when looking for the Institute of Chartered Accountants of Ontario, just type **inst**. This will bring up all **Institutes of...** and **Institutes for...** so you can be sure the institute you want will be accessed.

#### **TIP #2**

Within an **Organization** search, you have access to a breakdown of the different types of courses offered and full course details. You can choose any or all training resources of an organization by selecting the appropriate numbers.

#### **TIP #3**

If you want to identify organizations that offer training on similar topics, searching by subject within Options 3 through 9 on the Main Menu will retrieve them. When you search by subject, not only do you get a list of all the individual training opportunities that are available, you also get access to the contact information for each organization.

### **TRICK OF THE MONTH**

If you do not find the organization you are searching for, try variant spellings or acronyms. For example, instead of "International Business Machines", try entering "IBM". Some training organizations have undergone name changes or use a variety of names. Try them all! For example, Deltak is listed under Applied Learning. If you cannot find an organization and think it should be listed on SkillsLink, call us or send us an E-Mail through Option 15. We'll thank you for the referral and track it down.



## SKILLSLINK LISTER OPEN HOUSE A SUCCESS!

As we mentioned in the last issue of SkillsLink News, we sent out our first issue of SkillsLink Lister News in February and invited listing organizations to attend the first Lister Open House at Ontario Training Corporation. Over forty representatives of local training organizations came to get a better understanding of how SkillsLink is helping them to reach you -- the training purchasers.

We have received very positive feedback from this event and are looking into holding other ones elsewhere in Ontario.

SkillsLink listers also feel that your feedback is important to them. Remember to let training organizations know that you found them listed on SkillsLink.

## LISTERS' CORNER

### A new association for Canadian Content

What do the United States, Australia, New Zealand, Hong Kong, and Cyprus all have in common?

They are some of the places where Canadian training companies recently delivered services.

It's part of a coming of age for an industry that didn't exist 15 years ago. In fact, the Canadian private-sector training industry now numbers around 1,500

companies, with over 1,200 in Ontario alone.

If you're interested in buying Canadian training products, you'll be happy to know that a new association has been formed to encourage Canadian content in training.

For more information, contact Roger Davies, McLuhan & Davies Communications, Inc., 167 Carlton Street, Toronto, Ontario, M5A 2K3 Phone (416) 967-7481.

### What SkillsLink Listers Said After the Open House:

*"For Mentor International you have forced us to look at how we present our offerings. Often we use terminology that is understood by people in our field but has little value for our potential clients."*

Eric Laffoley  
President  
Mentor International

## YOU ASKED US

"Why do some training resources on SkillsLink have so much more detail than others? Why aren't they all the same?"

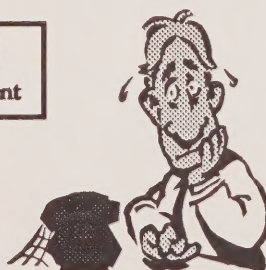
For resources to be listed on SkillsLink, we require at least the name of the offering, a description, and the name, address, and phone number of the vendor. Our aim is to let you know that the course exists and to provide as much information as is available.

If the vendor also supplies us with cost, schedule, target audience and other miscellaneous information, we will list it. The information you see on SkillsLink reflects the level of detail we get from the listers. Let us, or your training supplier, know what information is most valuable to you and we will pass it on in the next issue of SkillsLink Lister News.

## SkillsLink Client Services Representative Sue Mowbray

**reports:** *"I called one of our online clients Friday afternoon and the client asked if we get lonely -- like the Maytag repair people! As part of our SkillsLink service, we call you several times a year to touch base and see if we can assist you in any way. And you don't have to wait. We are always happy to hear from you."*

Maytag  
Repair  
Department



SkillsLink Client Services





## LEADING EDGE TRAINING CONFERENCE REVIEW

We were delighted to see so many of you at our LETT Conference at the end of February. The Conference was a big success filled to capacity with over 180 participants.

The Conference highlighted eight technologies used in training applications. The eight technologies are: computer based training (CBT or CAL); expert systems; hypertext/hypermedia; computer conferencing; two-way video teleconferencing; digital video-interactive (DVI); compact disc, read only memory (CD-ROM) and interactive video disc (IVD). Organizations that have used the technology held workshops to explain the technologies' benefits. Speakers from across the country emphasized that technology is constantly changing the workplace and workforce.

At the Conference, Ontario Premier Bob Rae addressed the need for more high-technology training. "We need to make the connection between training changes and technology changes," he said.

Participants were enthusiastic about having another LETT Conference as they felt the information presented will help them make more effective training decisions. Many indicated that their companies will be purchasing training technologies in the near future.

## UPCOMING EVENTS

It was great to see you at so many conferences in the last few months, including the Ottawa Universities/SkillsLink Joint Breakfast Seminar; LETT Conference; Insurance Conference (LIMAC); and the HRPAO Conference. There's more to come. We will be exhibiting at:

- Ontario Health Care Education Association Conference on May 25, at the Delta Chelsea Inn, Downtown Toronto
- Canadian Manufacturers' Association Conference: "Total Quality and Competitiveness" on May 26, at the Regal Constellation Hotel, Toronto

## CONGRATULATIONS

### HRPAO Conference Draw Winner

Norm E. Grigg, Director of Human Resources for Hussmann Canada Inc., won a black and white Sony Watchman miniature television by simply dropping his card at the SkillsLink booth. If he hooks his computer to his new TV, Norm could do "teeny tiny SkillsLink searches". Congratulations Norm and happy viewing!

### Contact us at

**(416) 969-2438 or  
1-800-268-0248 or  
Fax: (416) 975-0782**

**SkillsLink...  
"Training Decisions  
Made Simple"**

